



#TheCoreTruth
**with Peter
Hernandez**

The Core Truth series was created to share my 50-years of experience in the real estate industry as a top-producing agent, manager, executive, and as co-founder of Teles Properties. It is my way of giving back as so many have unselfishly done for me over the years. I hope you enjoy the content and find it useful for your endeavors.

To watch The Core Truth and other content from me, follow me on social media and watch the video below.

Just search for Peter Hannis Hernandez to connect.

#THECORETRUTH:
Is Now The Time To Buy?



Featured Article



Douglas Elliman Welcomes Taylor Middleton

Douglas Elliman Realty announced today that top-producing agent Taylor Middleton has joined the firm. A specialist in New York City luxury sales across TriBeCa, SoHo and the Upper East Side, Middleton also serves clients in the Hamptons and will soon expand to South Florida. She will be based out of the brokerage's flagship office at [575 Madison Avenue](#).

"Taylor is one to watch in New York City's luxury sector, and her impressive track record speaks for itself," said Howard M. Lorber, Executive Chairman of Douglas Elliman. "We look forward to helping her grow and build her brand at Elliman."

Middleton has established herself as an expert in the burgeoning field of wellness real estate, which puts personal health and wellness at the center of property development and the residential experience, from design and construction to services and amenities.

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On Peter's Mind



Two False Teachings By Many Coaches in Today's Era

“Don't take listings that are not going to sell immediately.”

I should have spoken up on this advice long ago. Listings are the name of the game. Agents that have listings control the market. Listings attract buyers and more listings. I know of an agent with 65 listings, half of which will never sell. This agent earns seven figures every month and has a total lock on the market. So many agents are overly concerned about what their peers will think if one of their listings doesn't sell immediately. The correct strategy for the market today would be to take and manage as many listings as possible.

“Don't overexpose the house by holding too many open houses.”

That sounds crazy to me. I can't imagine how a store could survive if it shared the same strategy and shut its doors occasionally so it doesn't overexpose its inventory. I believe the error in this thinking is that there is a fixed number of buyers in the market place and you don't want the property to look desperate or shopworn. This belief is based on a zero-sum game mentality. The truth is people are entering the market every day, and people are exiting the market every day. It is fluid. Life changes for everyone, and so do their housing needs. Your buyer could walk into your open house at any time. Closing shop is not the right strategy. Get out there and hold it open and if no one comes in, do it again.

Featured Listing



Equestrian Luxury Estate

This ultra-luxurious Upper Ojai equestrian estate sits upon 11+ glorious acres boasting stunning mountain views that capture the entirety of Ojai's picturesque landscape. This exceptional and vast property is incredibly private, and the quality and character of the modern ranch-style structures make it even more distinctive.

[10585 Ojai Santa Paula Road | Ojai](#) | \$6,795,000

Listing: Jason Streatfeild

[View Full Listing](#)



Douglas Elliman

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Marketing & Branding



Are you struggling to generate real estate leads? Instagram can help!
Here's how to effectively use Instagram for real estate lead generation.

Instagram Paid Ad Strategies for Lead Generation:

- Ads with a form to help qualify leads
- Ads that lead to you receiving a message
- Ads to your profile to convert followers or get a message
- Ads that lead to a landing page
- Ads that offer lead magnets like guides, comp lists, and checklists



Pros of Instagram Lead Generation:

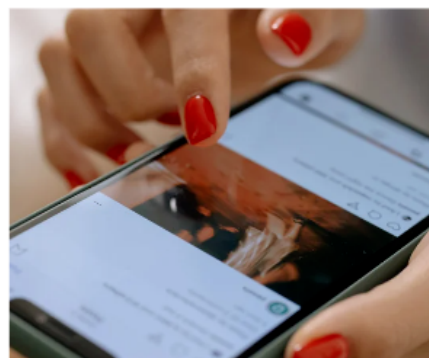
- Warm up and nurture leads at scale
- Retain followers
- Target and retarget leads through ads
- Intimate platform for word-of-mouth marketing
- Can function as a CRM with available tools
- Can use chatbots to start conversations with new followers
- Use manual conversation to keep the conversation going

Cons of Instagram Lead Generation:

- Can't always directly track individual prospects easily
- Costs can be relatively high

How to Generate Real Estate Leads on Instagram:

- Focus on branding and make it consistent across all platforms
- Optimize your profile
- Post regularly, use relevant hashtags
- Engage with your audience through comments and replies
- Nurture your leads by following up and providing value through your content



- Work with professionals who have a track record of success



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[See My Bio and Listings](#)



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